OMB No. 0920-0572

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The results of this survey will help us learn about people’s response to the Centers for Disease Control and Prevention’s (CDC), Prescription Drug Overdose (PDO) campaign messages and materials. You will complete all or some of the survey depending on if you have seen or heard messages from the CDC about prescription opioids. The survey should take no longer than 20 minutes to complete. It is your choice to answer the questions, and you can stop at any time. All respondents who complete and submit the entire survey, will be credited with points.

1. May we ask you some questions to see if you are a good match to take this survey?

* Yes
* No

***Click the “continue” button below to begin.***

**1. DEMOGRAPHICS**

1. Are you currently between the ages of 25 and 54 years? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Yes
* No

1. In what zip code do you current live? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What sex were you assigned at birth, on your original birth certificate?

* Male
* Female

1. How do you describe your gender identity?

* Male
* Female
* Male-to-female transgender (MTF)
* Female-to-male transgender (FTM)
* Other gender identity (specify)\_\_\_\_\_\_\_

1. Are you Hispanic or Latino? (Please select only one)

* Yes
* No

1. Please indicate your race? (Choose all answers that apply)
   * White
   * Black or African American
   * Asian
   * Native Hawaiian or Other Pacific Islander
   * American Indian or Alaska Native

**2. CAMPAIGN CHANNELS**

1. In an average month, how often do you…

|  | **Daily** | **2 -5 Times a Week** | **Once a Week** | **2-3 Times a Month** | **Once a Month** | **Less than Once a Month** | **Never** | **Prefer not to answer** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Pay attention to **billboards** | □ | □ | □ | □ | □ | □ | □ | □ |
| Listen to the **radio** | □ | □ | □ | □ | □ | □ | □ | □ |
| Use the **internet in general** | □ | □ | □ | □ | □ | □ | □ | □ |
| Use the **internet to search for information** | □ | □ | □ | □ | □ | □ | □ | □ |
| Watch **videos** on the internet | □ | □ | □ | □ | □ | □ | □ | □ |
| Other [Pease specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_] | □ | □ | □ | □ | □ | □ | □ | □ |

**3. SELF REPORTED CAMPAIGN EXPOSURE**

**Now we have some questions about PDO campaign ads that you may have seen in your community over the past 2 months.**

1. In the past 2 months have you **seen a billboard** with a message from the Centers for Disease Control and Prevention (CDC) about prescription opioids?
   * Yes
   * No
   * I don’t know
2. In the past 2 months have you heard a **radio ad** with a message from CDC about prescription opioids?
   1. Yes
   2. No
   3. I don’t know
3. In the past 2 months have you seen any **online/digital media on the Internet** with a message from CDC about prescription opioids?
   1. Yes (if selected go to ITEMS 11a and 11b)
   2. No (if selected, skip ITEMS 11a and 11b)
   3. I don’t know (if selected, skip ITEMS 11a and11b)

11a. Have you seen an **online banner ad** (e.g., an online ad linking to a CDC website) with a message from CDC about prescription opioids in the past 2 months?

* 1. Yes
  2. No
  3. I don’t know

11b. Have you seen a **short online** **video public service announcement (PSA)** with a message from CDC about prescription opioids in the past 2 months?

* 1. Yes
  2. No
  3. I don’t know

1. You said that you have seen or heard an ad with a message from the Centers for Disease Control and Prevention about prescription opioids in the past 2 months. What was the message about prescription opioids in that ad?
   1. Taking prescription opioids will lead to overdose
   2. It only takes a little to lose a lot
   3. Does your family know the risks
   4. Don't take the risk. Ask for alternatives
   5. Tell a friend about dangers of using opioids
   6. I don’t know

**3a. Overall Campaign Effectiveness and Ad Receptivity**

1. You said that you have seen or heard a **billboard, radio and/or online, digital media** in the past 2 months with a message from CDC about prescription opioids. On a scale from 0 to 5, how effective do you think the campaign message “**prescription opioids are addictive and dangerous**” is in:

|  | Not effective  0 | 1 | 2 | 3 | 4 | Very effective  5 | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Making people more **aware** of the **risks** of prescription opioids |  |  |  |  |  |  |  |
| Improving **knowledge** that prescription opioids can be **addictive and dangerous** |  |  |  |  |  |  |  |
| Helping people **understand** that **using prescription opioids the wrong way can lead to overdose** |  |  |  |  |  |  |  |

1. You said that you have seen or heard a **billboard, radio or online/digital media** in the past 2 months with a message from CDC about prescription opioids. On a scale from 0 to 5, how effective do you think the phrase “**It only takes a little to lose a lot**” is in:

|  | Not effective  0 | 1 | 2 | 3 | 4 | Very effective  5 | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Making people more aware of the **risks** of prescription opioids |  |  |  |  |  |  |  |
| Improving **knowledge** that prescription opioids can be **addictive and dangerous** |  |  |  |  |  |  |  |
| Helping people **understand** that **using prescription opioids the wrong way can lead to overdose** |  |  |  |  |  |  |  |

| 3. Think about the PDO campaign overall and indicate your level of agreement with the following statements about the **messages from CDC about prescription opioids** that you have seen or heard by marking ‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’. | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree | Not Applicable (I did not see or hear this part of the PDO campaign) |
| --- | --- | --- | --- | --- | --- | --- |
| **Reaction Items** | | | | | |  |
| The ads are **memorable**. | □ | □ | □ | □ | □ | □ |
| The ads were **interesting**. | □ | □ | □ | □ | □ | □ |
| The ads were **believable.** | □ | □ | □ | □ | □ | □ |
| **Perceived Effectiveness Items** | | | | | | |
| The ads were worth **remembering**. | □ | □ | □ | □ | □ | □ |
| The ads **grabbed my attention**. | □ | □ | □ | □ | □ | □ |
| The ads were **powerful**. | □ | □ | □ | □ | □ | □ |
| The ads were **informative**. | □ | □ | □ | □ | □ | □ |
| The ads were **meaningful**. | □ | □ | □ | □ | □ | □ |
| The ads were **convincing**. | □ | □ | □ | □ | □ | □ |

**3b. Billboards**

| 1. You said you saw a billboard with a message from CDC about prescription opioids. On a scale of 0 to 5, where 0 means ‘not effective’ and 5 means ‘very effective’, how effective do you think this billboard is for helping improve knowledge and awareness about the risks of prescription opioids? | Not effective  0 | 1 | 2 | 3 | 4 | Very effective  5 | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. How often have you seen billboards with a message from CDC about prescription opioids? | Rarely | Sometimes | Often | Very Often | None of the above | I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. What do you think was the purpose of message from CDC about prescription opioids displayed on the billboard? Check all that apply. | * 1. Preventing misuse of prescription opioid pain medications | 1. Improving the way that opioid pain medications are prescribed | 1. Providing treatment for prescription opioid pain medication addiction | 1. Preventing deaths from prescription opioid pain medication overdoses | 1. None of the above | * 1. I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Did seeing the billboard from CDC motivate you to search for more information about prescription opioids (e.g., on the CDC website) | Yes | No | I don’t know |
| □ | □ | □ |

1. **BILLBOARDS POST -** Think about the messages on the **billboard** you saw and indicate your level of agreement **NOW with each of the following statements about the billboard as ‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

1. **BILLBOARDS PRE -** Think back to **BEFORE** you saw a **billboard** with a message from CDC about prescription opioids. **Please indicate your level of agreement THEN with each of the following statements about the billboard as ‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

**3c. Radio**

| 1. You said you have heard a **radio ad** from CDC about prescription opioids. On a scale of 0 to 5, where 0 means ‘not effective’ and 5 means ‘very effective’, how effective do you think the **radio ad** is in helping improve knowledge and awareness about the risks of prescription opioids? | Not effective  0 | 1 | 2 | 3 | 4 | Very effective  5 | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. How often have you heard **radio ads** with a message from CDC about prescription opioids? | Rarely | Sometimes | Often | Very Often | None of the above | I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. What do you think was the purpose of the radio ads with the message from CDC about prescription opioids? | * 1. Preventing misuse of prescription opioid pain medications | 1. Improving the way that opioid pain medications are prescribed | 1. Providing treatment for prescription opioid pain medication addiction | 1. Preventing deaths from prescription opioid pain medication overdoses | 1. None of the above | * 1. I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Did hearing the **radio ads** from CDC motivate you to search for more information about prescription opioids? (e.g., on the CDC website) | Yes | No | I don’t know |
| □ | □ | □ |

1. **RADIO POST -** Think about the message on the radio ad that you heard and indicate your level of agreement **NOW** with each of the following statements as **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

1. **RADIO PRE -** Think back to **BEFORE** you heard a **radio ad** with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

**3d. Banners**

| 1. You said you have seen an online banner ad from CDC about prescription opioids. On a scale of 0 to 5, where 0 means ‘not effective’ and 5 means ‘very effective’, how effective do you think the online banner ad is in helping improve knowledge and awareness about the risks of prescription opioids? | Not effective  0 | 1 | 2 | 3 | 4 | Very effective  5 | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. How often have you seen **online banner ads** with a message from CDC about prescription opioids? | Rarely | Sometimes | Often | Very Often | None of the above | I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. What do you think was the purpose of the **online banner ads** with the message from CDC about prescription opioids? | * 1. Preventing misuse of prescription opioid pain medications | 1. Improving the way that opioid pain medications are prescribed | 1. Providing treatment for prescription opioid pain medication addiction | 1. Preventing deaths from prescription opioid pain medication overdoses | 1. None of the above | * 1. I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Did seeing the **online banner ads** from CDC motivate you to search for more information about prescription opioids?(e.g., on the CDC website) | Yes | No | I don’t know |
| □ | □ | □ |

1. **BANNERS POST -** Think about the message on the **online banner ad** that your saw and indicate your level of agreement **NOW** with each of the following statements about the **online banner ad** as **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

1. **BANNERS PRE -** Think back to **BEFORE** you saw an **online banner ad** with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

**3e. Videos**

| 1. You said you have seen a **short online video** from CDC about prescription opioids. On a scale of 0 to 5, where 0 means ‘not effective’ and 5 means ‘very effective’, how effective do you think the **short online video** is in helping improve knowledge and awareness about the risks of prescription opioids? | Not effective  0 | 1 | 2 | 3 | 4 | Very effective  5 | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. How often have you seen **short** **online videos** with a message from CDC about prescription opioids? | Rarely | Sometimes | Often | Very Often | None of the above | I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. What do you think was the purpose of the **short** **online videos** with the message from CDC about prescription opioids? (Check all that apply) | * 1. Preventing misuse of prescription opioid pain medications | 1. Improving the way that opioid pain medications are prescribed | 1. Providing treatment for prescription opioid pain medication addiction | 1. Preventing deaths from prescription opioid pain medication overdoses | 1. None of the above | * 1. I don’t know |
| □ | □ | □ | □ | □ | □ |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Did seeing the **short** **online videos** from CDC motivate you to search for more information about prescription opioids? (e.g., on the CDC website)? | Yes | No | I don’t know |
| □ | □ | □ |

1. **VIDEOS POST -** Think about message in the **short online video** that you saw and indicate your level of agreement **NOW** with each of the following statements about the **short online video** as **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

1. **VIDEOS PRE -** Think back to **BEFORE** you saw a **short** **online video** with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| There are risks to taking prescription opioids. | □ | □ | □ | □ | □ |
| Prescription opioids can be highly addictive and dangerous. | □ | □ | □ | □ | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose. | □ | □ | □ | □ | □ |

1. On a scale from 0 to 5 how effective do you think the following types of **video storylines** are?

| **VIDEO ADS** | 0  Not effective | 1 | 2 | 3 | 4 | 5  Very effective | Prefer not to answer |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Personal story from a **recovered prescription opioid addict** |  |  |  |  |  |  |  |
| Personal story from a **mother who lost a son to prescription drug overdose** |  |  |  |  |  |  |  |
| Personal story from a **sister who lost her older brother to prescription drug overdose** |  |  |  |  |  |  |  |
| Personal story from an **adult son who lost his father to prescription drug overdose** |  |  |  |  |  |  |  |

***SKIP TO SECTION 5***

4. UNEXPOSED PARTICIPANT QUESTIONS

*The following are a series of messages about prescription opioids. To get your opinions about these messages, please indicate your agreement or disagreement with each of the statements on the 5-point scale provided.*

Awareness of prescription opioids and PDO (non-exposed)

1. Please indicate your level of agreement/disagreement with the following statements by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | | Somewhat agree | Strongly agree | |
| **Awareness about prescription opioids (in general)** | | | | | | | |
| There are risks to taking prescription opioids | □ | □ | □ | □ | | | □ |
| **Awareness of the risks of using prescription opioids** | | | | | | | |
| Using prescription opioids can lead to nausea, vomiting, dry mouth, sleepiness, dizziness, confusion and depression | □ | □ | □ | □ | | | □ |
| Using prescription opioids can lead to needing to take more of the medication for the same pain relief, and increased sensitivity to pain and constipation | □ | □ | □ | □ | | | □ |
| Taking too many prescription opioids can lead to addiction, overdose or death | □ | □ | □ | □ | | | □ |
| Mixing prescription opioids with benzodiazepines can lead to overdose and death | □ | □ | □ | □ | | | □ |
| **Awareness about opioid pain medications in the US and community** | | | | | | | |
| I am aware of prescription drug overdose in the United States | □ | □ | □ | □ | | | □ |
| I am aware of prescription drug overdose in my community | □ | □ | □ | □ | | | □ |
| Prescription opioid overdoses are a problem in the United States | □ | □ | □ | □ | | | □ |
| Prescription opioid overdoses are a problem in my community | □ | □ | □ | □ | | | □ |
| There are non-opioid alternatives to prescription opioids for pain | □ | □ | □ | □ | | | □ |

4b Knowledge of prescription opioids and PDO (non-exposed)

1. Please indicate your level of agreement/disagreement with the following statements by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  | Strongly disagree | Somewhat disagree | Neutral | | Somewhat agree | Strongly agree | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Knowledge of prescription opioids (in general)** | | | | | | | |
| Prescription opioids can be highly addictive and dangerous | □ | □ | □ | □ | | | □ | |
| Using prescription opioids the wrong way can lead to addiction and/or overdose | □ | □ | □ | □ | | | □ | |
| **Knowledge of risk factors related to using prescription opioids** | | | | | | | |
| Getting overlapping prescriptions from multiple providers and pharmacies can make a person vulnerable to opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| Taking high daily dosages of prescription pain relievers can make a person vulnerable to opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| Having mental illness or history of alcohol/substance misuse can make a person vulnerable to prescription opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| Living in rural areas and having a low income can make people vulnerable to prescription opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| **Knowledge of mitigating risks related to misuse of prescription opioids** | | | | | | | |
| Prescribed opioids should only be used as instructed by one’s doctor | □ | □ | □ | □ | | | □ | |
| People should talk with their doctor about all side effects and concerns before taking prescribed opioids | □ | □ | □ | □ | | | □ | |
| People who are prescribed opioids, should avoid benzodiazepines (such as Xanax and Valium), muscle relaxants (such as Soma or Flexeril), and hypnotics (such as Ambien or Lunesta), unless advised otherwise by their doctor | □ | □ | □ | □ | | | □ | |
| People should avoid alcohol when using prescription opioids | □ | □ | □ | □ | | | □ | |
| **Knowledge about handling prescription opioids to avoid misuse** | | | | | | | |
| Prescription opioids should be stored in a safe place and out of reach of others | □ | □ | □ | □ | | | □ | |
| People should avoid selling or sharing prescription opioids | □ | □ | □ | □ | | | □ | |
| People should never use another person's prescription opioids | □ | □ | □ | □ | | | □ | |
| Community drug take-back program or pharmacies can help safely dispose of unused prescription opioids | □ | □ | □ | □ | | | □ | |
| **Knowledge about PDO in the United States** | | | | | | | |
| As many as 78 Americans die every day from an opioid overdose | □ | □ | □ | □ | | | □ | |
| In 2014, nearly two million Americans either misused or were dependent on prescription opioids | □ | □ | □ | □ | | | □ | |

4c – Attitudes towards PDO (non-exposed)

1. Please indicate your level of agreement/disagreement with the following statements by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| --- | --- | --- | --- | --- | --- |
| **Attitudes toward prescription opioids use and addiction (in general)** | | | | | |
| Prescription opioids can help with some types of pain in the short term | □ | □ | □ | □ | □ |
| Prescription opioids are necessary to deal with extreme pain | □ | □ | □ | □ | □ |
| It is OK for people to take prescription opioids if directed by their doctor | □ | □ | □ | □ | □ |
| Anyone can become addicted to prescription opioids | □ | □ | □ | □ | □ |
| People with addictive personalities are more likely to become addicted to prescription opioids | □ | □ | □ | □ | □ |
| **Attitudes toward taking prescription opioids not as prescribed (misusing opioids)** | | | | | |
| It is OK to take more prescription opioids than prescribed for severe pain | □ | □ | □ | □ | □ |
| It is OK to share prescription opioids with friends or family members | □ | □ | □ | □ | □ |
| It is OK to take prescription opioids for fun because they are safer than illegal drugs | □ | □ | □ | □ | □ |
| Taking prescription opioids that are not prescribed to you should be illegal | □ | □ | □ | □ | □ |
| People who misuse prescription opioids deserve to be addicted | □ | □ | □ | □ | □ |
| **Attitudes about prescription opioids misuse in the US and community** | | | | | |
| Prescription opioid misuse is a big problem in the U.S. | □ | □ | □ | □ | □ |
| Prescription opioid misuse is a big problem in my community | □ | □ | □ | □ | □ |
| Misusing prescription opioids can lead to problems at home and/or work | □ | □ | □ | □ | □ |

4d – Behavioral Intentions (non-exposed)

1. Please indicate your level of agreement/disagreement with the following statements by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| **Intentions related to prescription opioids (in general)** | | | | | |
| I plan to seek more information about prescription opioid use | □ | □ | □ | □ | □ |
| I plan to talk to with friends and family about the risks of using prescription opioids | □ | □ | □ | □ | □ |
| I plan to talk to my doctor about the risks of using prescription opioids | □ | □ | □ | □ | □ |
| I plan to ask my doctor for alternatives to prescription opioids if needed | □ | □ | □ | □ | □ |
| I plan to avoid prescription opioids recreationally and/or medically | □ | □ | □ | □ | □ |

*GO TO SECTION 6 “Additional Questions”*

5. EXPOSED PARTICIPANT QUESTIONS

*The following are a series of statements to get your opinions on potential messages about prescription opioids. Please indicate your agreement or disagreement with each of the statements on the 5-point scale provided.*

**5a – Awareness of PDO (exposed)**

1. **NOW**, after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | | Somewhat agree | Strongly agree | |
| **Awareness about prescription opioids (in general)** | | | | | | | |
| There are risks to taking prescription opioids | □ | □ | □ | □ | | | □ | |
| **Awareness of the risks of using prescription opioids** | | | | | | | |
| Using prescription opioids can lead to nausea, vomiting, dry mouth, sleepiness, dizziness, confusion and depression | □ | □ | □ | □ | | | □ | |
| Using prescription opioids can lead to needing to take more of the medication for the same pain relief, and increased sensitivity to pain and constipation | □ | □ | □ | □ | | | □ | |
| Taking too many prescription opioids can lead to addiction, overdose or death | □ | □ | □ | □ | | | □ | |
| Mixing prescription opioids with benzodiazepines can lead to overdose and death | □ | □ | □ | □ | | | □ | |
| **Awareness about opioid pain medications in the US and community** | | | | | | | |
| I am aware of prescription drug overdose in the United States | □ | □ | □ | □ | | | □ | |
| I am aware of prescription drug overdose in my community | □ | □ | □ | □ | | | □ | |
| Prescription opioid overdoses are a problem in the United States | □ | □ | □ | □ | | | □ | |
| Prescription opioid overdoses are a problem in my community | □ | □ | □ | □ | | | □ | |
| There are non-opioid alternatives to prescription opioids for pain | □ | □ | □ | □ | | | □ | |

1. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement **with the following statements** by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | | Somewhat agree | Strongly agree | |
| **Awareness about prescription opioids (in general)** | | | | | | | |
| There are risks to taking prescription opioids | □ | □ | □ | □ | | | □ |
| **Awareness of the risks of using prescription opioids** | | | | | | | |
| Using prescription opioids can lead to nausea, vomiting, dry mouth, sleepiness, dizziness, confusion and depression | □ | □ | □ | □ | | | □ |
| Using prescription opioids can lead to needing to take more of the medication for the same pain relief, and increased sensitivity to pain and constipation | □ | □ | □ | □ | | | □ |
| Taking too many prescription opioids can lead to addiction, overdose or death | □ | □ | □ | □ | | | □ |
| Mixing prescription opioids with benzodiazepines can lead to overdose and death | □ | □ | □ | □ | | | □ |
| **Awareness about opioid pain medications in the US and community** | | | | | | | |
| I am aware of prescription drug overdose in the United States | □ | □ | □ | □ | | | □ |
| I am aware of prescription drug overdose in my community | □ | □ | □ | □ | | | □ |
| Prescription opioid overdoses are a problem in the United States | □ | □ | □ | □ | | | □ |
| Prescription opioid overdoses are a problem in my community | □ | □ | □ | □ | | | □ |
| There are non-opioid alternatives to prescription opioids for pain | □ | □ | □ | □ | | | □ |

| **3. Which parts of the PDO campaign have had the greatest impact on your awareness of:**  **(Check all that apply only for campaign components that you were exposed to)** | Billboard ads | Radio ads | Online banner ads | Short online video ads | CDC Website (<http://www.cdc.gov/drugoverdose/>) | Unknown |
| --- | --- | --- | --- | --- | --- | --- |
| The **risks** of prescription opioid use |  |  |  |  |  |  |
| Prescription opioids as **highly addictive, inherently dangerous** |  |  |  |  |  |  |
| That misuse can lead to **overdose** |  |  |  |  |  |  |

5b – Knowledge of PDO (Exposed)

**4. NOW,** after you saw or hearda message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement using with the following statements by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  | Strongly disagree | Somewhat disagree | Neutral | | Somewhat agree | Strongly agree | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Knowledge of prescription opioids (in general)** | | | | | | | |
| Prescription opioids can be highly addictive and dangerous | □ | □ | □ | □ | | | □ | |
| Using prescription opioids the wrong way can lead to addiction and/or overdose | □ | □ | □ | □ | | | □ | |
| **Knowledge of risk factors related to using prescription opioids** | | | | | | | |
| Getting overlapping prescriptions from multiple providers and pharmacies can make a person vulnerable to opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| Taking high daily dosages of prescription pain relievers can make a person vulnerable to opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| Having mental illness or history of alcohol/substance misuse can make a person vulnerable to prescription opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| Living in rural areas and having a low income can make people vulnerable to prescription opioid misuse and overdose | □ | □ | □ | □ | | | □ | |
| **Knowledge of mitigating risks related to misuse of prescription opioids** | | | | | | | |
| Prescribed opioids should only be used as instructed by one’s doctor | □ | □ | □ | □ | | | □ | |
| People should talk with their doctor about all side effects and concerns before taking prescribed opioids | □ | □ | □ | □ | | | □ | |
| People who are prescribed opioids, should avoid benzodiazepines (such as Xanax and Valium), muscle relaxants (such as Soma or Flexeril), and hypnotics (such as Ambien or Lunesta), unless advised otherwise by their doctor | □ | □ | □ | □ | | | □ | |
| People should avoid alcohol when using prescription opioids | □ | □ | □ | □ | | | □ | |
| **Knowledge about handling prescription opioids to avoid misuse** | | | | | | | |
| Prescription opioids should be stored in a safe place and out of reach of others | □ | □ | □ | □ | | | □ | |
| People should avoid selling or sharing prescription opioids | □ | □ | □ | □ | | | □ | |
| People should never use another person's prescription opioids | □ | □ | □ | □ | | | □ | |
| Community drug take-back program or pharmacies can help safely dispose of unused prescription opioids | □ | □ | □ | □ | | | □ | |
| **Knowledge about PDO in the United States** | | | | | | | |
| As many as 78 Americans die every day from an opioid overdose. | □ | □ | □ | □ | | | □ | |
| In 2014, nearly two million Americans either misused or were dependent on prescription opioids | □ | □ | □ | □ | | | □ | |

1. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

|  | Strongly disagree | Somewhat disagree | Neutral | | Somewhat agree | Strongly agree | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Knowledge of prescription opioids (in general)** | | | | | | | |
| Prescription opioids can be highly addictive and dangerous | □ | □ | □ | □ | | | □ |
| Using prescription opioids the wrong way can lead to addiction and/or overdose | □ | □ | □ | □ | | | □ |
| **Knowledge of risk factors related to using prescription opioids** | | | | | | | |
| Getting overlapping prescriptions from multiple providers and pharmacies can make a person vulnerable to opioid misuse and overdose | □ | □ | □ | □ | | | □ |
| Taking high daily dosages of prescription pain relievers can make a person vulnerable to opioid misuse and overdose | □ | □ | □ | □ | | | □ |
| Having mental illness or history of alcohol/substance misuse can make a person vulnerable to prescription opioid misuse and overdose | □ | □ | □ | □ | | | □ |
| Living in rural areas and having a low income can make people vulnerable to prescription opioid misuse and overdose | □ | □ | □ | □ | | | □ |
| **Knowledge of mitigating risks related to misuse of prescription opioids** | | | | | | | |
| Prescribed opioids should only be used as instructed by one’s doctor | □ | □ | □ | □ | | | □ |
| People should talk with their doctor about all side effects and concerns before taking prescribed opioids | □ | □ | □ | □ | | | □ |
| People who are prescribed opioids, should avoid benzodiazepines (such as Xanax and Valium), muscle relaxants (such as Soma or Flexeril), and hypnotics (such as Ambien or Lunesta), unless advised otherwise by their doctor | □ | □ | □ | □ | | | □ |
| People should avoid alcohol when using prescription opioids | □ | □ | □ | □ | | | □ |
| **Knowledge about handling prescription opioids to avoid misuse** | | | | | | | |
| Prescription opioids should be stored in a safe place and out of reach of others | □ | □ | □ | □ | | | □ |
| People should avoid selling or sharing prescription opioids | □ | □ | □ | □ | | | □ |
| People should never use another person's prescription opioids | □ | □ | □ | □ | | | □ |
| Community drug take-back program or pharmacies can help safely dispose of unused prescription opioids | □ | □ | □ | □ | | | □ |
| **Knowledge about PDO in the United States** | | | | | | | |
| As many as 78 Americans die every day from an opioid overdose | □ | □ | □ | □ | | | □ |
| In 2014, nearly two million Americans either misused or were dependent on prescription opioids | □ | □ | □ | □ | | | □ |

| **6.** Which parts of the PDO campaign have had the greatest impact on your **knowledge of:**  **(Check all that apply for only for campaign components you were exposed to)** | Billboard ads | Radio ads | Online banner ads | Short online video ads | CDC Website (<http://www.cdc.gov/drugoverdose/>) | Unknown |
| --- | --- | --- | --- | --- | --- | --- |
| The **risks** of prescription opioid use |  |  |  |  |  |  |
| Prescription opioids as **highly addictive, inherently dangerous** |  |  |  |  |  |  |
| That misuse can lead to **overdose** |  |  |  |  |  |  |

5c – Attitudes towards PDO (EXPOSED)

**7. NOW**, after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’, or ‘strongly agree’.**

|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| --- | --- | --- | --- | --- | --- |
| **Attitudes toward prescription opioids use and addiction (in general)** | | | | | |
| Prescription opioids can help with some types of pain in the short term | □ | □ | □ | □ | □ |
| Prescription opioids are necessary to deal with extreme pain | □ | □ | □ | □ | □ |
| It is OK for people to take prescription opioids if directed by their doctor | □ | □ | □ | □ | □ |
| Anyone can become addicted to prescription opioids | □ | □ | □ | □ | □ |
| People with addictive personalities are more likely to become addicted to prescription opioids | □ | □ | □ | □ | □ |
| **Attitudes toward taking prescription opioids not as prescribed (misusing opioids)** | | | | | |
| It is OK to take more prescription opioids than prescribed for severe pain | □ | □ | □ | □ | □ |
| It is OK to share prescription opioids with friends or family members | □ | □ | □ | □ | □ |
| It is OK to take prescription opioids for fun because they are safer than illegal drugs | □ | □ | □ | □ | □ |
| Taking prescription opioids that are not prescribed to you should be illegal | □ | □ | □ | □ | □ |
| People who misuse prescription opioids deserve to be addicted | □ | □ | □ | □ | □ |
| **Attitudes about prescription opioids misuse in the US and community** | | | | | |
| Prescription opioid misuse is a big problem in the U.S. | □ | □ | □ | □ | □ |
| Prescription opioid misuse is a big problem in my community | □ | □ | □ | □ | □ |
| Misusing prescription opioids can lead to problems at home and/or work | □ | □ | □ | □ | □ |

1. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’, or ‘strongly agree’.**

|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| --- | --- | --- | --- | --- | --- |
| **Attitudes toward prescription opioids use and addiction (in general)** | | | | | |
| Prescription opioids can help with some types of pain in the short term | □ | □ | □ | □ | □ |
| Prescription opioids are necessary to deal with extreme pain | □ | □ | □ | □ | □ |
| It is OK for people to take prescription opioids if directed by their doctor | □ | □ | □ | □ | □ |
| Anyone can become addicted to prescription opioids | □ | □ | □ | □ | □ |
| People with addictive personalities are more likely to become addicted to prescription opioids | □ | □ | □ | □ | □ |
| **Attitudes toward taking prescription opioids not as prescribed (misusing opioids)** | | | | | |
| It is OK to take more prescription opioids than prescribed for severe pain | □ | □ | □ | □ | □ |
| It is OK to share prescription opioids with friends or family members | □ | □ | □ | □ | □ |
| It is OK to take prescription opioids for fun because they are safer than illegal drugs | □ | □ | □ | □ | □ |
| Taking prescription opioids that are not prescribed to you should be illegal | □ | □ | □ | □ | □ |
| People who misuse prescription opioids deserve to be addicted | □ | □ | □ | □ | □ |
| **Attitudes about prescription opioids misuse in the US and community** | | | | | |
| Prescription opioid misuse is a big problem in the U.S. | □ | □ | □ | □ | □ |
| Prescription opioid misuse is a big problem in my community | □ | □ | □ | □ | □ |
| Misusingprescription opioids can lead to problems at home and/or work | □ | □ | □ | □ | □ |

| **9.** Which parts of the PDO campaign have had the greatest impact on your **attitudes about:**  **(Check all that apply for only for campaign components you were exposed to)** | Billboard ads | Radio ads | Online banner ads | Short online video ads | CDC Website (<http://www.cdc.gov/drugoverdose/>) | Unknown |
| --- | --- | --- | --- | --- | --- | --- |
| The **risks** of prescription opioid use |  |  |  |  |  |  |
| Prescription opioids as **highly addictive, inherently dangerous** |  |  |  |  |  |  |
| That misuse can lead to **overdose** |  |  |  |  |  |  |

**10. NOW,** after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’, or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| **Intentions related to prescription opioids (in general)** | | | | | |
| I plan to seek more information about prescription opioid use | □ | □ | □ | □ | □ |
| I plan to talk to with friends and family about the risks of using prescription opioids | □ | □ | □ | □ | □ |
| I plan to talk to my doctor about the risks of using prescription opioids | □ | □ | □ | □ | □ |
| I plan to ask my doctor for alternatives to prescription opioids if needed | □ | □ | □ | □ | □ |
| I plan to avoid prescription opioids recreationally and/or medically | □ | □ | □ | □ | □ |

**11. BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’, or ‘strongly agree’.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| **Intentions related to prescription opioids (in general)** | | | | | |
| I plan to seek more information about prescription opioid use | □ | □ | □ | □ | □ |
| I plan to talk to with friends and family about the risks of using prescription opioids | □ | □ | □ | □ | □ |
| I plan to talk to my doctor about the risks of using prescription opioids | □ | □ | □ | □ | □ |
| I plan to ask my doctor for alternatives to prescription opioids if needed | □ | □ | □ | □ | □ |
| I plan to avoid prescription opioids recreationally and/or medically | □ | □ | □ | □ | □ |

| **12.** Which parts of the PDO campaign have had the greatest impact on your **intentions to talk to your doctor about:**  **(Check all that apply for only for campaign components you were exposed to)** | Billboard ads | Radio ads | Online banner ads | Short online video ads | CDC Website (<http://www.cdc.gov/drugoverdose/>) | Unknown |
| --- | --- | --- | --- | --- | --- | --- |
| The **risks** of prescription opioid use |  |  |  |  |  |  |
| Prescription opioids as **highly addictive, inherently dangerous** |  |  |  |  |  |  |
| That misuse can lead to **overdose** |  |  |  |  |  |  |

**Additional Questions**

1. What is the highest **grade of school you have completed**, or the highest degree you have received?
   * No schooling completed, or less than 1 year
   * Grade school completed (grades 1-8)
   * High school attended (grades 9-12, no degree)
   * High school graduate (or equivalent)
   * Some college (1-4 years, no degree)
   * Associate’s degree (including occupational or academic degrees)
   * Bachelor’s degree (BA, BS, AS, etc.)
   * Master’s degree (MA, MS, MSW, etc.)
   * Medical degree (MD, DDS, etc.)
   * Doctorate degree (PhD, EdD, etc.)
2. What was your total household **income** before taxes during the past 12 months? (Please select only one)
   * Less than $25,000
   * $25,000 to $34,999
   * $35,000 to $49,999
   * $50,000 to $74,999
   * $75,000 to $99,999
   * $100,000 to $149,999
   * $150,000 or more
   * I prefer not to say.

**Closing**

Thank you for completing this survey - your answers to this survey will be kept private and secure to the extent permitted by law.

To show appreciation for your participation you will receive “points” to redeem for a gift.